

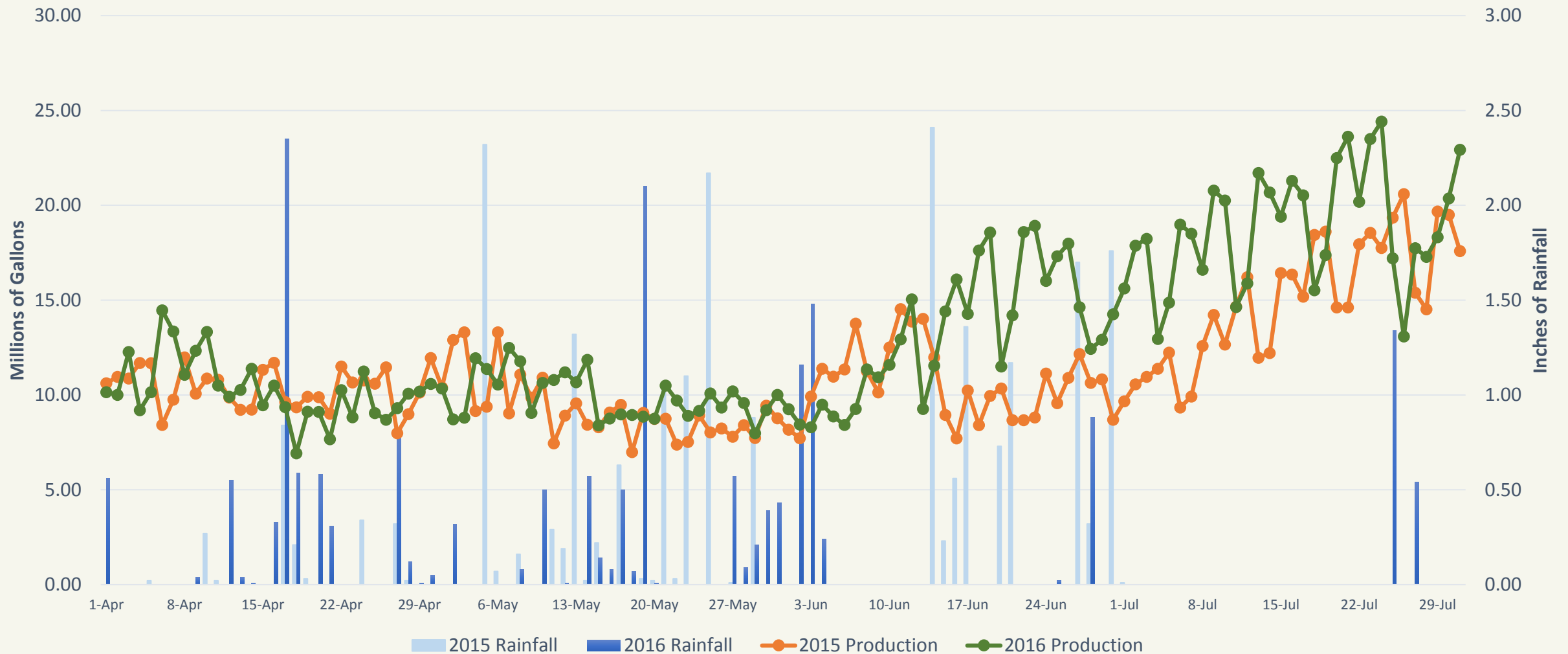


Update – Water Consumption and Public Outreach

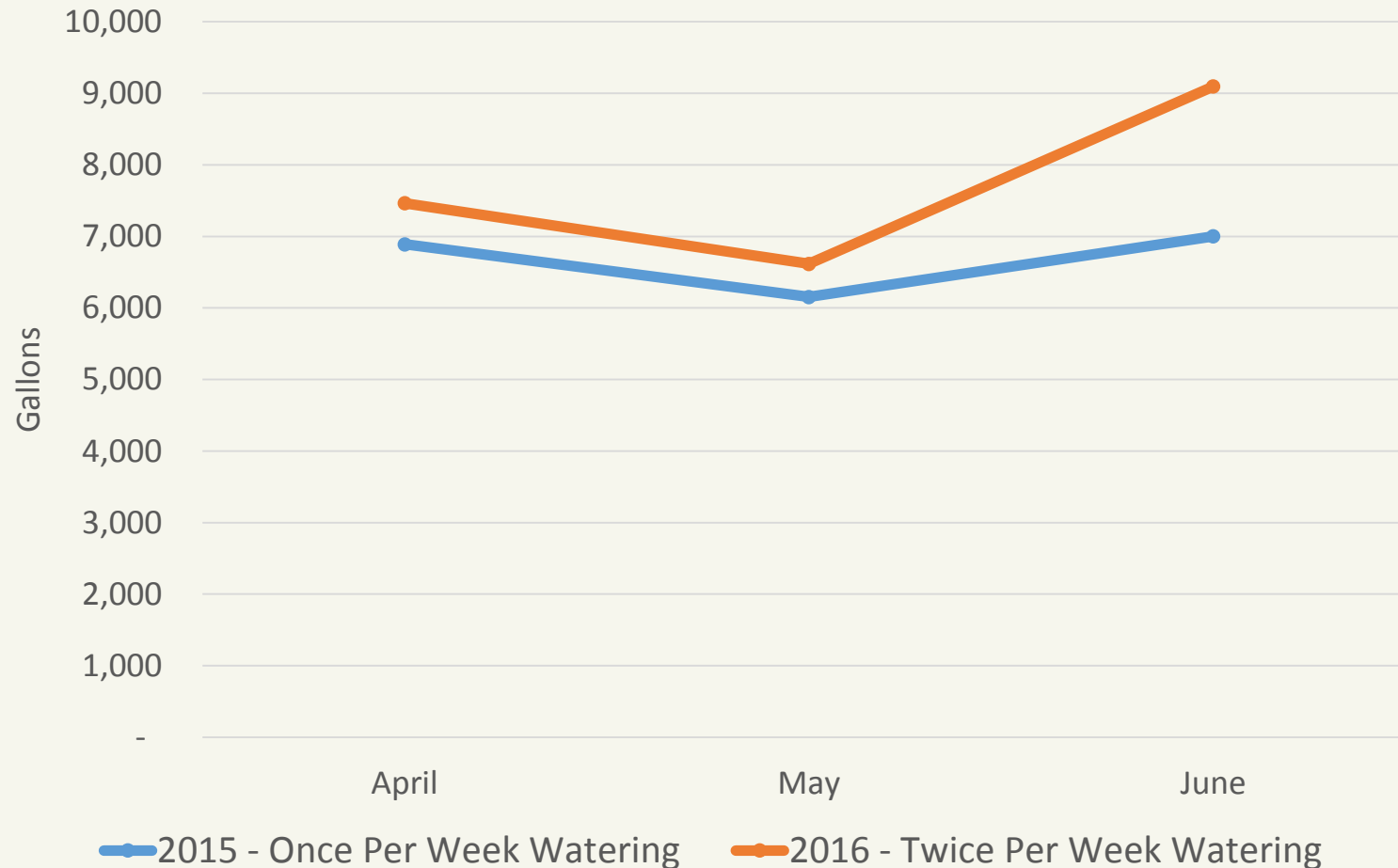
Eric Rauschuber, P.E., Director of Public Works

August 4, 2016

Water Production and Rainfall



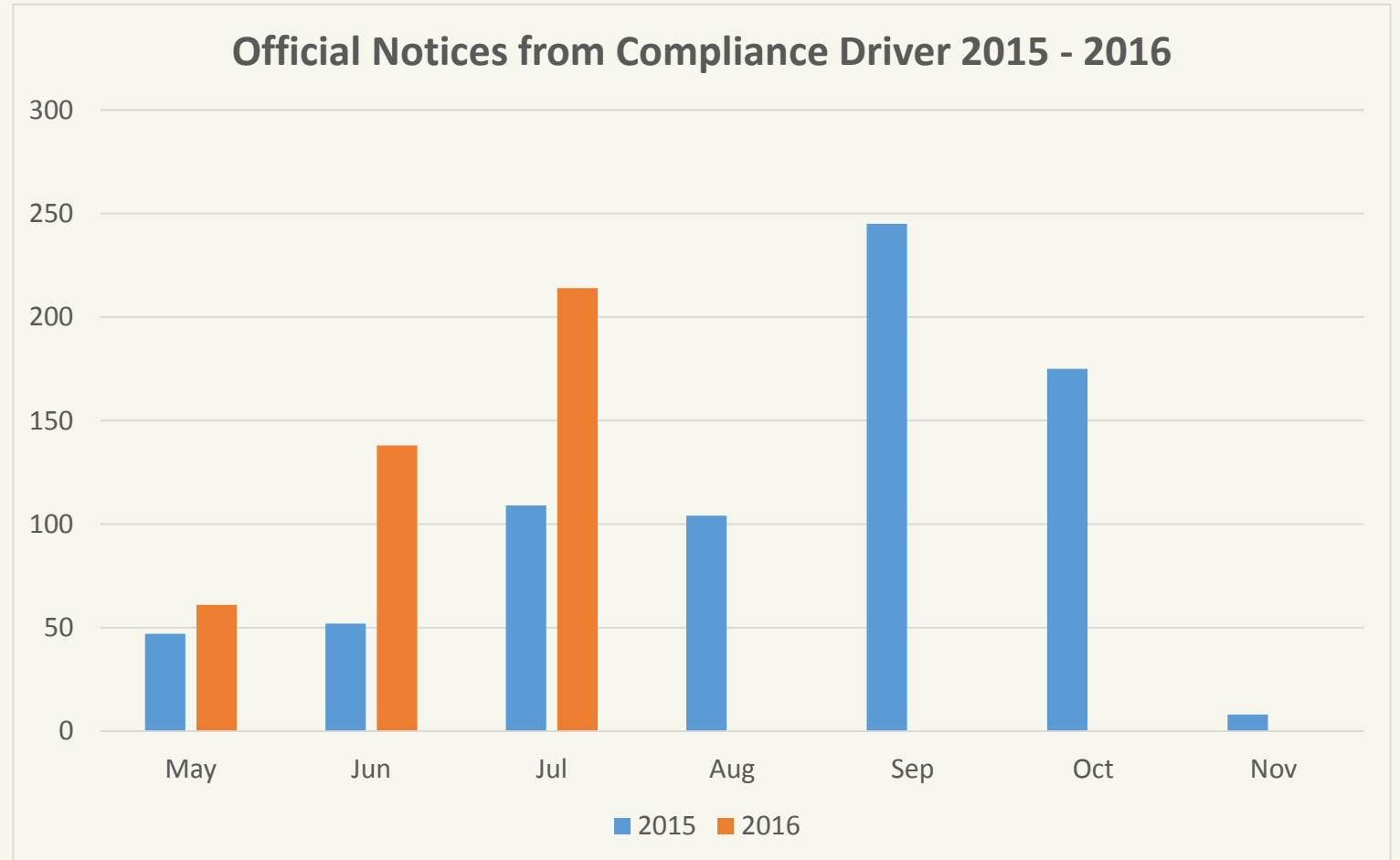
Average Residential Consumption



- April – 8% Increase
- May – 8% Increase
- June – 30% Increase

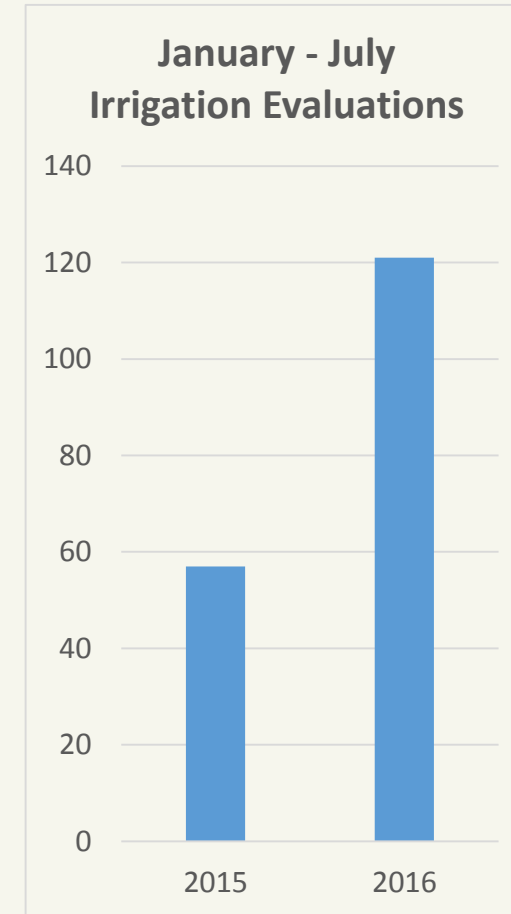
Compliance

- Water Compliance Driver
 - Part-Time
 - Varying Shifts
- Increase in Notices
 - June – 165% Increase
 - July – 96% Increase



Resources

- Residential Irrigation System Evaluations
 - 112% Increase
- LCRA Irrigation Technology Rebates
- Water Saving Aerators and Shower Heads – Free in the Utility Billing Office



Public Outreach

- **If you increase your irrigation you will have a higher bill.**
 - Water plant flow updates included
 - Social media
 - City website
 - WaterThriftyCedarPark.org
 - Water-Saving Tip of the Week videos (LCRA)
 - Paid advertising
 - Direct Mail in March and next week
 - Photo booth

Examples



City of Cedar Park, Texas- City Government

Published by Jennie Huerta · 1m · June 27 · 🌐

A more-than-100 percent increase in water usage past two weekends – over our winter average of 8 million gallons/day. Outdoor irrigation = biggest usage of water during hot, dry weather. We've gone 24 days (June 3) without significant rainfall. This past Sat. & Sun., our two plants produced more than 35 million gallons, and last weekend more than 36 million gallons of water. Please remember that increasing to twice-per-week, from once-per-week watering - while allowed - will increase your consumption and your water bill. When it comes to those water-saving habits you developed during the drought, let's Stick2It, Cedar Park. Visit www.WaterThriftyCedarPark.org for water-saving tips and tools.

Water Thrifty Cedar Park | Stick 2 It

Conserving water in Cedar Park is more important than ever. Your water thrifty habits helped get us through one of the worst droughts in our history. Now that the lakes are full we've been able to increase our outdoor watering schedules from one day to two days-per-week – but we need you to please...

WATERTHRIFTYCEDARPARK.ORG

3,230 people reached

LCRA video link:

<https://www.youtube.com/watch?v=ng0rcQt3hm4>

Moving forward

- Media campaign through October
- Sharing this presentation – slides and video
- Continued sharing updates about water plant flows

Goal: our water customers to be informed and aware of the correlation between weather patterns, water plant flows, outdoor irrigation and their bills.

